

## CLAIMS

I claim:

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1. A method of verifying a first link between an account Owner's link page and a Webmaster's site and a second link from the Webmaster's site to the account Owner's site using a database including first link information having a link address for a location at the Webmaster's site, the database maintained by an administrator, the method comprising:
    - (a) retrieving first link information from the database;
    - (b) determining whether the first link information corresponds to an existing resource at the Webmaster's site by accessing the Webmaster's site using the first link information;
    - (c) spidering through the Webmaster's site beginning at the link address; and
    - (d) verifying that second link information is present at the Webmaster's site.
  2. The method of claim 1 further comprising the step of providing a message to the first Webmaster if the second link is not present at the Webmaster's site.
  3. The method claim 1 further comprising controlling the link pages at the account Owner's site by said administrator.
  4. The method of claim 1 further comprising hosting the administrator on a separate server than the account Owner.
  5. A method of establishing a link between a link page of an account Owner and a site controlled by a Webmaster using an administrator, the method comprising:
    - (a) soliciting first link information by said administrator from said Webmaster, said first link information comprising at least an address for a location at the Webmaster's site;
    - (b) formulating a queue by said administrator containing at least some of said first link information;

- (c) presenting said queue to the account Owner for approval;
- (d) creating a first link by said administrator on said account Owner's link page to provide access to said Webmaster's site upon approval of a said first link in said queue.

6. The method of claim 5 further comprising receiving an e-mail address for the Webmaster.
7. The method of claim 5 further comprising receive a category from the Webmaster and said administrator utilizing said category to locate said first link on said account Owner's link page.
8. The method of claim 5 further comprising providing the account Owner the opportunity to store at least some of said first link information in said queue.
9. The method of claim 5 further comprising providing the address for the Webmaster's site as a URL address.
10. The method of claim 5 further comprising representing the queue as html.
11. A method of hosting links at a link page comprising:
  - (a) displaying a plurality of links in a first order;
  - (b) utilizing a formula, creating a second order for said links, said second order being different than said first order; and
  - (c) displaying the plurality of said links in a second order.

